WHAT IS CLAIMED IS:

1. A pharmaceutical composition comprising a CD40 binding molecule and a CTL activating peptide.

2. The pharmaceutical composition of claim 1 wherein the CD40 binding molecule is an anti-CD40 antibody or a fragment thereof, a peptide, an oligonucleotide or an organic molecule.

3. The pharmaceutical composition of claim 2 wherein the anti-CD40 antibody is human, humanized, chimeric or Deimmunised™.

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4. The pharmaceutical composition of claim 1 wherein the CTL activating peptide is the adenovirus-derived E1A peptide, having the sequence SGPSNTPPEI (SEQ ID NO:1), or the HPV16 E7 peptide derived from human papillomavirus type 16, having the sequence RAHYNIVTF (SEQ ID NO:3).

5. A method of treating tumors comprising administering the pharmaceutical composition of any of claims 1 to 4.

6. A method of treating tumors or infectious diseases comprising administering a CD40 binding molecule and a CTL activating peptide.

7. The method of claim 5 wherein the pharmaceutical composition is administered directly to the tumor.

8. A method of treating tumors or infectious diseases comprising administering gene constructs coding for a CD40 binding molecule and a CTL activating peptide.

9. The method of claim 8 wherein the CD40 binding molecule is an anti-CD40 antibody or a fragment thereof, or a peptide, and the CTL activating peptide is peptide is the adenovirus-derived E1A peptide, having the sequence SGPSNTPPEI (SEQ ID NO:2), or the HPV16 E7 peptide derived from human papillomavirus type 16, having the sequence RAHYNIVTF (SEQ ID NO:3).

10. Cells transfected or infected with the gene constructs of claim 8.

11. The method of claims 8 or 9 wherein transfection or infection of the gene constructs is done *ex vivo* or *in vivo*.

12. The method of claim 11 wherein the transfection is done *ex vivo* by electroporation, calcium phosphate transfection, micro-injection or by incorporating the gene constructs into suitable liposomes.

13. The method of claim 12 wherein the infection is done *in vivo* or *ex vivo* by incorporating the gene constructs into a retrovirus, adenovirus or a parvovirus vector, or by incorporating the gene constructs, or the gene constructs with a viral or plasmid vector, into a suitable liposome.